

IN PLACING YOUR ORDER FOLLOW INSTRUCTIONS ON BACK
COVER, USING RETURN ENVELOPE AND ORDER BLANK.

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—~~~~GUIDE~~~~—

HOW TO PAPER

—~~~~AND~~~~—

Economy in Home Decoration.

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ALFRED PEATS, —~~~~~

WALL PAPER MERCHANT,



**30 and 32 W. Thirteenth St., NEW YORK.
136 and 138 W. Madison St., CHICAGO.**

This Guide will save you many dollars and answer nearly all your questions. Accompanying samples are the latest designs and colorings for 1893. If you want special samples, please send to our office most convenient for shipping as indicated in list on back page of this Guide. There will be absolutely no difference in either stock or price.

✻ Td Cat 1893 Alfred Peats ✻

ATHENAEUM OF PHILADELPHIA

READ CAREFULLY

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GUIDE

HOW TO PAPER

—AND—

ECONOMY IN HOME DECORATIONS, WITH WALL
PAPERS

AND HOW TO APPLY THEM.

Since the earliest days before history was written, the human race has evinced a desire to decorate in some manner its places of abode. As soon as a place called home is secured the desire seems universal to make it pleasing to the eye as well as comfortable to the person. Remains of wall decorations, the handiwork of a people who lived before history was written, are yet found in regions of the far East. More than four thousand years ago the Egyptians decorated the interiors of their pyramids and palaces with the portraits and history of their kings, in bright and everlasting colors. The ancient Briton daubed the walls of his mud hut with many colored clays.

The famous artists of Greece and Rome, combining their own artistic training with the experience and teachings of the decorators of more ancient cities, produced examples of decorative art far in advance of any then known, in fact they set the high standard which has ever since been maintained and not often excelled, by more modern craftsmen.

The Japanese, centuries ago, dressed their walls with small squares of stained paper, and from then down to our own times the transition has been gradual, but by the aid of the marvelous inventions of machinery of the present century, the greatest advance in the general use of wall decoration has been made.

The original designs of many of our papers which were only a foot square, cost hundreds of dollars. The design for a complete combination of side wall, wide border and ceiling decorations cost more than the finest painting, but by the perfection which the art of printing or paper staining has reached, we are enabled to sell an exact reproduction of these beautiful designs at a price a little in advance of the cost of the raw material which is used in making them.

At 14 cts. per roll paper costs you a little less than 4 cts. a square yard.

At 24 cts. per roll it costs you 6 cts. per square yard.

How much per square yard do you have to pay for your carpets and your curtains or window draperies?

A single picture worthy a place on walls decorated by even our medium priced papers, will cost many times as much, and add but little in comparison, to the beauty of the room.

No argument is required to prove that a room tastefully decorated is more than half furnished, and if the effect be considered, wall paper is by far the cheapest adjunct towards rendering it hospitable and home-like.

A good paper is easier to hang than a cheap one.

\$6.00 may seem a large amount to pay for paper for a single room when you can get enough for 80 cts.; but if you stop to think, first, it will be the most prominent thing before the eyes of your family every day in the year; second, it will be the first thing noticed by the friends who visit you; third, that the quality will be good enough to last 12 or 15 years. You will readily appreciate the difference.

The samples that accompany this pamphlet represent a better variety of designs than can be shown by any other house in the United States, and among them there is not one, low or high priced, but will make a good room. We admit to our stock no patterns of which there is the slightest doubt, and can therefore guarantee satisfaction to all who purchase of us.

Further, all our goods are new—not the accumulation of years, shop worn and out of date, such as you will find in most of your town stores whose trade is but limited. We handle hundreds of thousands of rolls each year, have patterns and colorings made exclusively for our use and

give our customers the benefit of new and artistic goods at unheard-of prices.

We offer you better value for your money than any other house in the trade. Compare our samples and our prices with those of your local dealer and form your own conclusions.

If we cannot save you twenty-five to forty cents on every dollar expended upon Wall Papers, we will not ask your patronage.

All we request is a fair comparison.

Special attention is called to the samples which are arranged in combinations with the wide borders and ceiling decorations; they are of the finest quality that can be made. The cost for decorating an entire room with them at our price is very small. We buy these goods in larger quantities than any other dealer in the United States, and sell them at a specially low figure.

The better grades of paper last longer, are easiest to hang, and can be purchased at but slight advance in cost over the poorer grades.

Whitewash and kalsomine are but little cheaper than ceiling papers and add nothing to the appearance of a room, in fact they often positively destroy the harmony of coloring.

Narrow borders are sufficient if your aim is only to conceal the ragged ends of paper, but a wide border or frieze serves to heighten the appearance of a room, and gives it a more artistic finish.

Your upper wall and ceiling are the only unbroken decorative features of your room. Furniture breaks the view of the lower wall, and it is still further obscured by the hanging of pictures upon it; therefore, let special attention be paid to the selection of wide border that shall be in harmony with wall and ceiling, and of ceiling that fittingly completes the beauty of your room.

In making your selections, if the room has a north window, let some warmth appear in the paper. If the exposure is south or west, cooler shades can be appropriately used. For dining room let the walls be melow in tone, indicative of hospitality.

Parlors can be treated according to individual tastes, care being used to have wall and ceiling decorations in harmony with carpets and furniture.

Use for sleeping rooms light ground papers with a spice of color in the pattern. Floral decorations are most in favor for such purposes.

Whatever may be the room or rooms that you are about to paper, don't forget that the better qualities of gold papers will retain their lustre long after cheaper goods have become dull and colorless.

Preparing Walls.

The cleaner and smoother condition the walls are in the better the work will look when finished. This is especially so of the patterns that have the ground coloring only partly covered by the pattern, and in making selections it is often well to examine the condition of the walls, and if they are rough and uneven, or are covered with a number of thicknesses of paper that you do not wish to remove, choose a pattern that is well covered.

If you are willing to go to the trouble, and want the best work done, remove all old paper, and sand paper the wall to remove all bits of paper that may be left,

If the house is new or the walls have never been papered, they should be gone over with a thin coat of size. Wash off all kalsomine or white-wash before sizing.

If the walls are rough plastered, or have not been putty coated, rub off the projecting grains of sand with a flat block of wood, and if very bad apply thin paste directly to the walls, and let dry before papering.

Wooden partitions or ceilings should be covered with cheese cloth tacked at the edges. The row of tacks at the corners and around the casings should be about two inches from the same, and the ends of the cloth pasted down, then apply thoroughly a coat of a little stronger size which will shrink the cloth tight to the walls,

If the walls have been painted go over them with a thin coat of ammonia water, one part ammonia and six parts water.

In removing old paper, or in cleaning or sizing the walls, be careful to do it thoroughly around the base board and casings to avoid paper curling up at the ends.

To Make a Bucket of Size.

Soak one pound of glue over night in cold water; pour in 12 quarts of hot water and add a table spoonful of powdered alum.

To Make a Bucket of Paste.

Use a cheap grade of rye or wheat flour, mix thoroughly with cold water to about the consistency of dough or a little thinner, being careful to remove all lumps; stir in a table spoonful of powdered alum to a quart of flour, then pour in boiling water stirring rapidly until the flour is thoroughly cooked. Let this cool before using, and thin with cold water.

To Paper the Ceiling Plain.

Cut as many strips as are necessary, long enough to reach across the ceiling in the shortest direction, allowing for the pattern to match, and also for each end of the strip to lap down on the side-wall a couple of inches. Commence to hang at the side nearest the light, making a chalk line across the room the same way as the paper is intended to run, seventeen inches from the wall, to be used as a guide for hanging the first strip. Continue in this manner with the balance of the strips until the ceiling is covered, in all cases being careful that the pattern shall lap over a short distance on the wall.

To Decorate the Ceiling.

If the ceiling is not too large so that the strips will be too long to handle conveniently it is well to cover the ceiling in the manner stated above before putting on the decorations; then draw a chalk line eight inches from the wall to be used as a guide for hanging the ceiling border. If, however, the room is very large, draw a chalk line entirely around the ceiling about eight inches from the wall to be used as a guide for the stiling or a half width of the ceiling paper which is generally used. Then fill in the center of the ceiling and cover the ends with the ceiling border, using the line already drawn as a guide, after which place in position the center and corner pieces.

To Paper the Wall.

Cut enough strips to cover the side wall, always taking care that the pattern should match, long enough so that the top ends will be covered by the border. Commencing at the side of a door or window, unfold the top of the strip, put this in position first, then work downward; continuing this way until the walls are finished, using the short ends of the rolls for around the doors and windows. In using a wide border it is easy to economize in the length of the strips of the side wall.

To hang the border, unless the line at the top of the room where the wall and ceiling join is very straight, it is best to draw a chalk line as a guide. In all cases be careful to have the border hung in a perfectly straight line, and in no case allow it to lap over on the ceiling, but there is no objection to having the ceiling paper exposed on the side wall if the top of the room should be so irregular as to make this necessary.

Pasting and Trimming.

After having cut enough paper for either side wall or ceiling, turn the paper over on your table face downwards; apply the paste evenly over the surface of the top strip, and fold both ends over towards the center so that they meet, keeping the edges of the strip even.

You then have a full strip of paper before you on the table pasted and folded together which can be trimmed two thicknesses at once either with shears or with a knife and straight edge. The great advantage in pasting paper before trimming is that the outside of your paper can easily be kept clean and free from paste and also that the paste will be evenly distributed clear up to the edge of the paper.

If the paper is extra heavy and your walls are even and smooth both edges of paper can be trimmed with a knife and straight edge and each strip of paper butted up on the wall to the preceding strip, so that they meet but do not lap over. A good piece of work cannot be done in this way except with a knife and straight edge.

Tools.

Use a whitewash or kalsomine brush for sizing the walls and pasting the paper. A regular paper hanger's brush is best for brushing down the paper on the walls, though a good job can be done with most any brush, providing the bristles are not stiff enough to scratch the surface and you are careful in using it; or a soft cloth may be used.

A small wooden roller can be used to roll down the seams of the paper, taking care that it becomes sufficiently dry so that the paste will not be squeezed through on the outside surface. In the absence of a special roller for this purpose a large sized iron castor will do the work equally well.

Regular paperhanger's shears are the best, but if not convenient use those with the longest blades you can get, thus insuring a clean smooth cut.

For a table, if the strips are long. use a smooth pine board, seven or eight feet long and about twenty inches wide.

Price list of paperhangers' tools will be sent upon application.

To Find the Number of Single Rolls Needed.

To find the number of single rolls required for a wall, multiply the distance around the room by the height, taking out twenty square feet for each opening and divide by thirty. To find the number of rolls for the ceiling, multiply the length by the width and divide by thirty. The number of yards of border required can easily be measured.

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For example:—room 12x14, 10 feet high, two doors and three windows:

Length two walls 14 feet each.....28 feet.

Width “ “ 12 “ “24 “

Multiply by height,.....52 feet.
10 “

Less five openings allowing 20 sq. ft. for each, 100 “

Divided by number of sq. feet in a roll—30, | 420 | =14 rolls required.
30

120
120

To find the quantity of border required divide length around the room, 52 feet by 3—about 18 yards.

The price of border is for a single strip the width of the border and one yard long.

The price of the paper is for a single roll, one-half yard wide and eight yards long. Allowing for all waste this will cover thirty square feet.

Notice.

For convenience in printing and handling, wall paper is put up in double rolls, or bolts, sixteen yards long, containing two single rolls, so in filling an order for ten single rolls, you will receive five double rolls of paper.

We do not trim paper.

Directions for Ordering.

When ordering use the enclosed order sheet. Fill all blanks carefully giving the number of single rolls of paper and single yards of border desired with price of each; carry out the amount of each item, and add up the column so that it will correspond with amount of money sent.

Return with your order one-half of each sample selected, and mark on the back of each the exact amount of paper or border desired. Do this carefully, and you will avoid all misunderstandings.

Shipping Instructions.

Exercise the greatest care in giving shipping directions, as we are not responsible for your errors. If you desire goods sent by freight, give name of railroad station and road by which you wish shipment made. If you wish goods sent by express give name of Express Company.

We do not pay transportation charges.

The charges on packages weighing less than fifty pounds are usually as low by express as by freight. The charges on packages weighing over fifty pounds are usually less by freight than by express. The railroad companies will not accept shipments of less than fifty pounds to very distant points unless charges are prepaid.

One hundred rolls of paper and two hundred yards of border will weigh about one hundred pounds. Your local agent can give you more definite information in regard to transportation charges to your point than we can.

If you do not give us definite instructions we will ship your order in the cheapest manner in accordance with the Official Guides.

DON'T FORGET { To sign your letters.
To sign your order blanks.

Terms Cash.

Our terms are strictly cash. No deviation. Should you desire us to make any additions to, or changes in your order, thus rendering you uncertain as to the exact amount to remit, send sufficient to cover, and balance will be refunded immediately, with invoice of shipment; or send us such part as you can ascertain, and we will send the balance C. O. D.

Goods will be sent C. O. D. by freight or express.

When sent C. O. D. by freight we will ship to our order, and draw on you through your nearest bank, which you must name, and attach draft to bill-of-lading, the bank will notify you of receipt of draft, and when paid will deliver bill-of-lading, thus releasing goods to you.

When you instruct us to ship C. O. D., the Bank or Express Co. will charge you a fee of from 15c. to 25c. for collection and return of money.

In remitting, send Draft, Express Money Order, or Postal Money Order. Do not send currency in unregistered letters.

We refer you by permission to

HERMANN SCHAFFNER & Co., Bankers, Chicago.
FOURTEENTH STREET BANK, New York City.

After Making Your Selections Please Give these Samples

To any one you may know who will be likely to do any papering this season.